

Message Text

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SUBJECT: PRELIMINARY REPORT ON CATALOG EXHIBIT OF US PRINTING
AND GRAPHIC ARTS EQUIPMENT IN CALCUTTA APRIL 13-14, 1978

1. WE ARE PLEASED AND ENCOURAGED BY A HIGHLY FAVORABLE
LOCAL RESPONSE TO THE TWO-DAY CATALOG EXHIBITION ON U.S
PRINTING AND GRAPHIC ARTS EQUIPMENT IN CALCUTTA. 811
VISITORS ATTENDED THE EXHIBIT AND FILM SHOWS AT THE
AMERICAN CENTER AUDITORIUM ON APRIL 13-14, 1978, AGAINST
A DIRECT MAILING OF 1,000 INDIVIDUAL INVITATIONS TO LOCAL
END-USERS OF PRINTING AND GRAPHIC ARTS EQUIPMENT. WE
INVITED SEPARATELY 300 LEADING MEMBERS OF THE PRINTING
AND GRAPHIC ARTS INDUSTRY FOR THE INAUGURAL FUNCTION OF
THE CATALOG EXHIBIT ON APRIL 13 AT 10:00 A.M. AND FOR A
SEMINAR AT 4:30 P.M. ABOUT 105 INVITEES ATENDED THE
INAUGURATION AND 98 WERE PRESENT FOR THE SEMINAR.
WE BELIEVE THAT THE EXHIBIT SUCCEEDED IN STIMULATING
LOCAL BUSINESS INTREST IN AMERICAN EQUIPMENT INCLU-
DING WEB AND SHEET-FED OFFSET, PLATEMAKING, PHOTO-
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TYPESETTING, SILK SCREEN PRINTING AND TEXTURED
METALIZED PLASTIC FILM. BUSINESS INQUIRIES REGIS-
TERED DURING THE TWO-DAY CATALOG SHOW EXCEEDED 150
AND MANY OTHER VISITORS STATED THAT THEY WOULD WRITE
DIRECTLY TO THE APPROPRIATE U.S. FIRMS.

2. THE EXCELLENT COOPERATION AND ASSISTANCE RECEIVED

FROM THE PLANNING STAGE ONWARD FROM THE OFFICERS AND
STAFF OF THE LOCAL AMERICAN CENTER CONTRIBUTED
NOTABLY TO THE SUCCESS OF THE SHOW.

3. THE EXHIBITION WAS INAUGURATED ON APRIL 13, 1978,
BY MR. S.N. GUHA RAY, PAST PRESIDENT, OF THE WEST
BENGAL MASTER PRINTER'S ASSOCIATION (WBMPA). MR.
ASHOKE SARKAR, CHAIRMAN OF THE BOARD OF DIRECTORS,
ANANDA BAZAR PATRIKA GROUP OF PUBLICATIONS, WAS THE
CHIEF GUEST AT THE INAUGURAL. MRS. MAY FRANCES
COWAN, DIRECTOR, AMERICAN CENTER, CALCUTTA, WELCOMED
THE GUESTS AND MR. JOHN C.F. CONRADIS POST ECONOMIC/
COMMERCIAL OFFICER EXPLAINED THE OBJECT OF THE EXHIBIT.
ITR JOHN A. BURGESS ALSO SPOKE ON THE RECENT TECHNO-
LOGICAL DEVELOPMENTS IN THE U.S. PRINTING AND GRAPHIC
ARTS INDUSTRY. MR. N.M. TRIVEDI, PRESIDENT EASTERN
INDIA COUNCIL OF THE INDO-AMERICAN CHAMBER OF COMM-
ERCE, AND MR. S.C. MUKHERJEE, PRESIDENT, WBMPA, OFFERED
ADDITIONAL REMARKS AS CO-SPONSORS OF THE CATALOG
EXHIBIT. AFTER THE INAUGURAL MEETING THE EXHIBIT WAS
OPENED TO THE PUBLIC FROM 11:30 A.M. TILL 8:00 P.M.
ON APRIL 14. ITR JOHN BURGESS HANDCARRIED 13 FILMS AND
ONE VTR WHICH WERE CONTINUOUSLY SHOWN DURING THE TWO
DAYS. A SEMINAR ON "THE ART AND TECHNOLOGY OF GRAPHIC
COMMUNICATIONS" WAS ORGANIZED ON APRIL 13 AFTERNOON.
THE SPEAKERS IN THE SEMINAR WERE MR. P. MUKHERJEE,
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WORKS MANAGER, ANANDA BAZAR PATRIKA; MR. SUNIL DAS OF
WBMPA; MR. PARITOSH SEN OF THE REGIONAL INSTITUTE OF
PRINTING TECHNOLOGY; MR. KAMAL BANERJIDQ OF BROOKE BOND
INDIA LTD.; AND MR. JOHN A. BURGESS, ITR.

4. FOLLOWING ARE THE STATISTICS CONCERNING THE
CATALOG EXHIBIT IN CALCUTTA----

INAUGURAL PROGRAM ATTENDEES	105
SEMINAR ATTENDEES	98
OTHER VISITORS TO THE CATALOG AND FILM	
SHOWS-- APRIL 13	125
APRIL 14	608
TOTAL (WHICH INCLUDES VISITORS WHO	
COMPLETED THE "VISITOR INQUIRY FORM"156	
	811

5. ITR JOHN A. BURGESS EXTENDED EXCELLENT SUPPORT
BY HIS PRESENCE DURING THE TWO-JOY CATALOG EXHIBIT.
HE WAS PRESENT DURING THE SHOW TO MEET WITH AND
PROVIDE TECHNICAL INFORMATION TO VISITORS. SEVERAL
APPOINTMENTS WERE LINED UP FOR HIM WITH PROSPECTIVE
BUYERS/COLLABORATORS AND LOCAL AGENTS OF US FIRMS,

INCLUDING REPRESENTATIVES FROM ANANDA BAZAR PATRIKA, MONOTYPE INDIA, EASTMAN KODAK, INDO-SWISS TRADING. MR. BURGESS ALSO ADDRESSED A PRESS CONFERENCE AND CHAIRED THE SEMINAR ON APRIL 13 AFTERNOON. BURGESS TOLD US HE WAS ENCOURAGED BY HIS FIRST VISIT TO INDIA WHICH STRENGTHENED HIS OPTIMISM FOR EXPANSION OF US SALES OF PRINTING AND GRAPHIC ARTS EQUIPMENT IN INDIA. HE THOUGHT THAT THE CATALOG SHOW SHOULD BE REPEATED AND USDOC SHOULD SPONSOR A US TRADE MISSION TO INDIA AT AN APPROPRIATE TIME TO ESTABLISH A CLOSE RAPPORT WITH LOCAL END-USERS AND INCREASE THE US SHARE OF THE INDIAN MARKET. WE SHARE HIS OPTIMISM AND VIEWS ON TRADEHMISSION.

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6. THE EXHIBIT RECEIVED ADEQUATE PUBLICITY IN LOCAL NEWSPAPERS, AND BUSINESS STANDARD, A LEADING ENGLISH ECONOMIC DAILY IN CALCUTTA, PUBLISHED A SPECIAL SUPPLEMENT ON APRIL 13 FOR THE INAUGURATION OF THE EXHIBITION. THE CATALOG EXHIBIT WAS ALSO SHOWN ON LOCAL TELEVISION. THE BUSINESS STANDARD SUPPLEMENT, AND THE OTHER PUBLICITY MATERIAL WILL BE AIRPOUCHED LATER.

7. IN CONJUNCTION WITH MR. BURGESS WE INTEND TO FOLLOW UP THE BUSINESS INQUIRIES RESULTING FROM THE CATALOG EXHIBIT. THERE APPEAR TO BE TWO LIVE PROSPECTS FOR REAL BUSINESS: ANANDA BAZAR PATRIKA WHICH IS IN THE MARKET FOR HALF A MILLION DOLLARS WORTH OF TYPESETTING AND PRESS EQUIPMENT; AND, MONOTYPE INDIA LTD., WHICH IS INTERESTED IN COLLABORATION AND A SALES AGENCY.
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